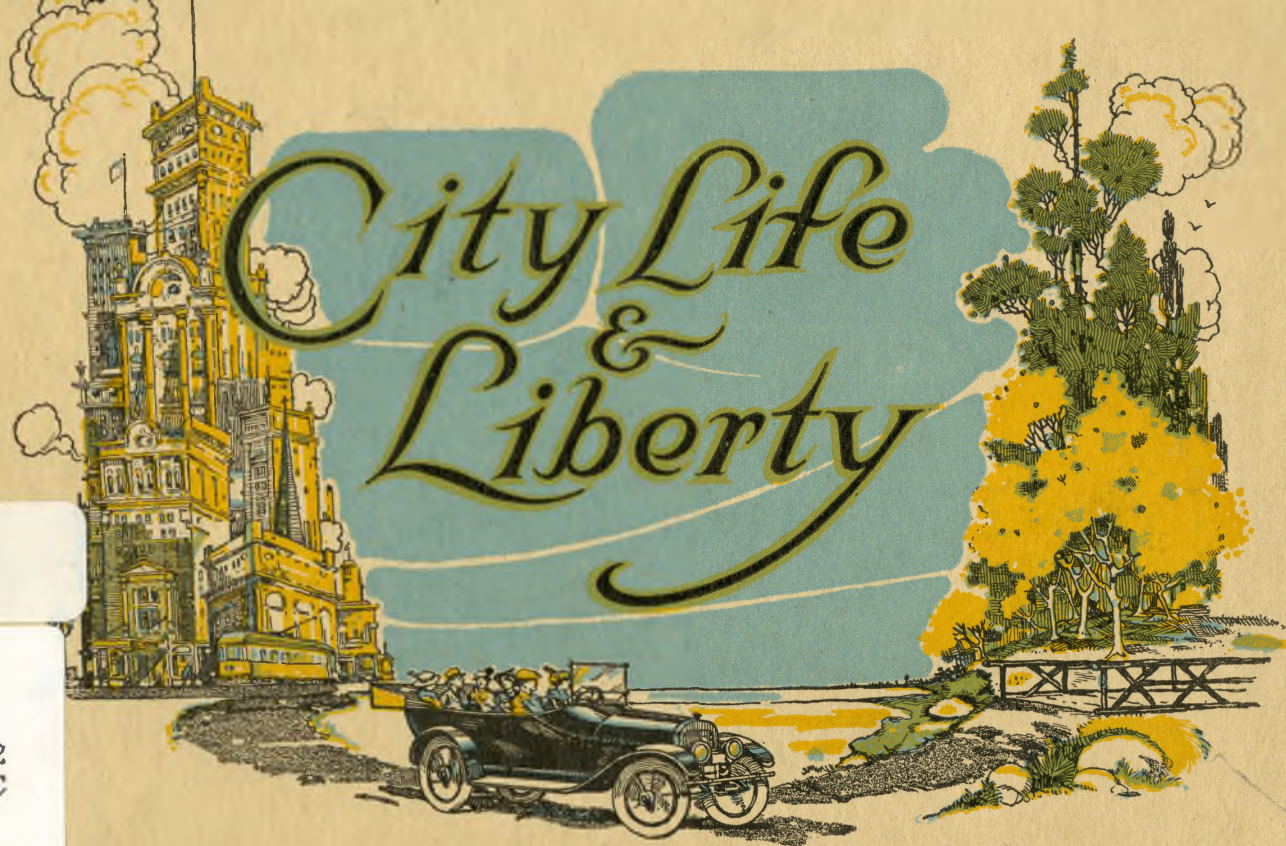
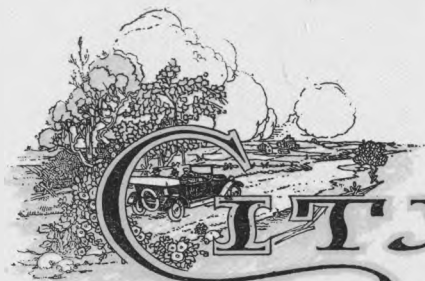


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CITY LIFE and Liberty

THERE ARE NO TWO LIVES JUST THE SAME. THERE ARE AS MANY PROBLEMS AS THERE ARE LIVES, AND EACH INDIVIDUAL MUST SOLVE HIS OWN. THE SOLUTIONS ARE NOT SO NUMEROUS. ONE MASTER-KEY WILL FIT MANY LOCKS.

THIS LITTLE BOOK TELLS HOW ONE CITY MAN FOUND THE KEY THAT OPENED THE DOOR TO A BROADER AND HAPPIER LIFE. WE BELIEVE HIS EXPERIENCE WILL BE VALUABLE TO OTHERS, PARTICULARLY AS THE MOTOR CAR HAS CEASED TO BE THE EMBLEM OF OPULENCE AND IS NOW AVAILABLE TO MEN OF MODERATE MEANS.

The McLAUGHLIN MOTOR CAR Co. Limited
Oshawa, Ont., Canada

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CITY LIFE AND LIBERTY

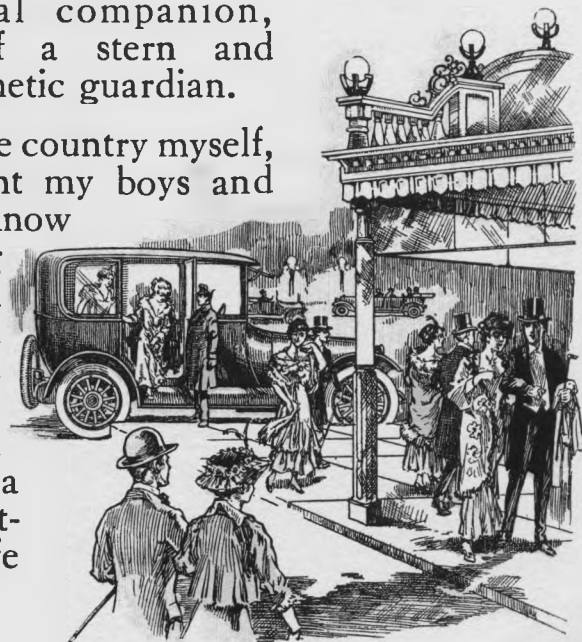
I am a city cave-dweller. My business compels me to be. The only things I know that have a money value would be useless anywhere else.

I began to realize some little time ago that there were a good many things in life that I had missed. Some of them need not have been left out of my scheme of things.

I have a growing family, and have determined that my children are going to get the most out of life. Perhaps I am like the man who takes his little boy to the circus. He pretends he does it just for the boy's sake; but incidentally he manages to have a pretty good time

himself. I think probably the little chap enjoys it all the more when he finds he has a real companion, instead of a stern and unsympathetic guardian.

I love the country myself, and I want my boys and girls to know something more than streets and schools and theatres. I want them to have a broad outlook on life



THE GREAT WHITE WAY

and that is something they will never get in any city. The larger the city, the more contracted is the outlook and the more perverted is the perspective. The further you get from Nature, the nearer you get to Perdition. The great White Way is properly so called, from the white blood, the white faces and the white livers of its denizens.

Then my family was drifting away from me. My wife said I was like a man in a car window looking at a moving train on another track; that I was a little mixed as to which craft was doing the



MORE THAN STREETS AND THEATRE

drifting. Anyway, my boys and I were not companions; we lived in different spheres. I think the girls and their mother were in the same situation. I don't object to "bridge" in moderation, but with humans, there is apt to be an imperfect balance in the counterweight;

and that spells disaster.

What we needed was some interest in common that would bring us together, and I decided that a good motor car offered the solution to the problem. When I mentioned the matter at home, there was a stir in the family circle. The self-starter worked all right, and I found things were going quite smoothly without further incentive on my part.

I find anticipation to be a great thing. Properly employed, it enhances realization to a very considerable extent. Christmas would not be half as much fun for the kiddies if it was sprung on them as a surprise. It's the weeks of looking forward that ensures the delirium of joy on Christmas Morning, and normal, sane grown-ups are just elaborated children.

The plans we made for picnics, fishing

trips, visits to Uncle John on the farm, were a joy in themselves. For one thing, I am truly thankful. In all the discussions, there were constant suggestions as to how we could give pleasure to others. It showed me they had real human hearts under their ultra-civilized veneer. They are true to type all right, and as a parent I am not such a flat failure as I had begun to fear I was.

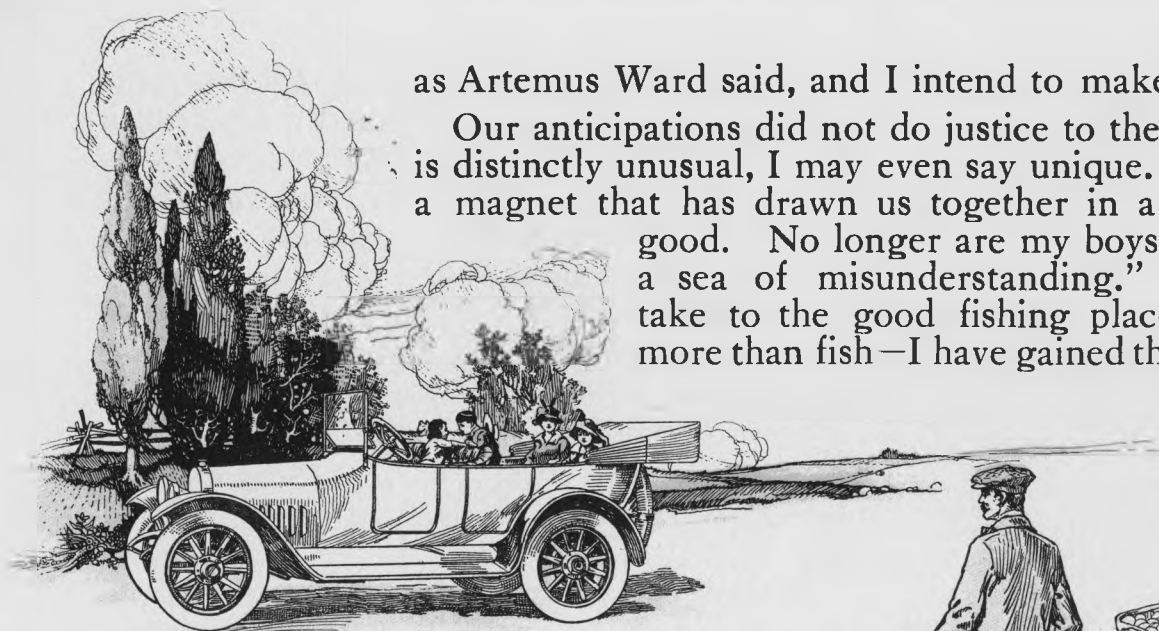
After due deliberation we bought a car. Those boys certainly developed a surprising familiarity with technical details. It finally began to filter into my own unmechanical brain what was meant by valves, carburetors, gears, and transmission.

Looking back on the past year, my only regret is that I didn't act sooner. However, "my future is all before me"

as Artemus Ward said, and I intend to make up for lost time.

Our anticipations did not do justice to the realization, which is distinctly unusual, I may even say unique. The car has been a magnet that has drawn us together in a way that does me good. No longer are my boys and I "Islands in a sea of misunderstanding." In the trips we take to the good fishing places, I have caught more than fish—I have gained the confidence of my

boys. There is nothing like a long day in the open to bring men together, and lead them to open up their very souls to each other. The picnics we have had have been real love feasts in spite of our Anglo-Saxon diffidence.



FRESHER AND BETTER EGGS
BUTTER AND VEGETABLES

My wife says that the car has paid for its upkeep, and possibly more, in unexpected ways. I know that the eggs, butter and vegetables we have been getting are better and fresher. We find that they also cost less. We go right out to the country now and get what we want, fresh from the farm. I also found that my health improved materially.

For my part, I have escaped the thralldom of street cars, and in addition my business has prospered. My increase in income has more than paid for the car, due to the fact that I save time and can cover more ground.

I had several reasons, for choosing the car I did, each one sufficient in itself, to make a decision. In the first place, there is the reputation of the firm. They have been making high grade vehicles for nearly fifty years. They could not have done that and built up the

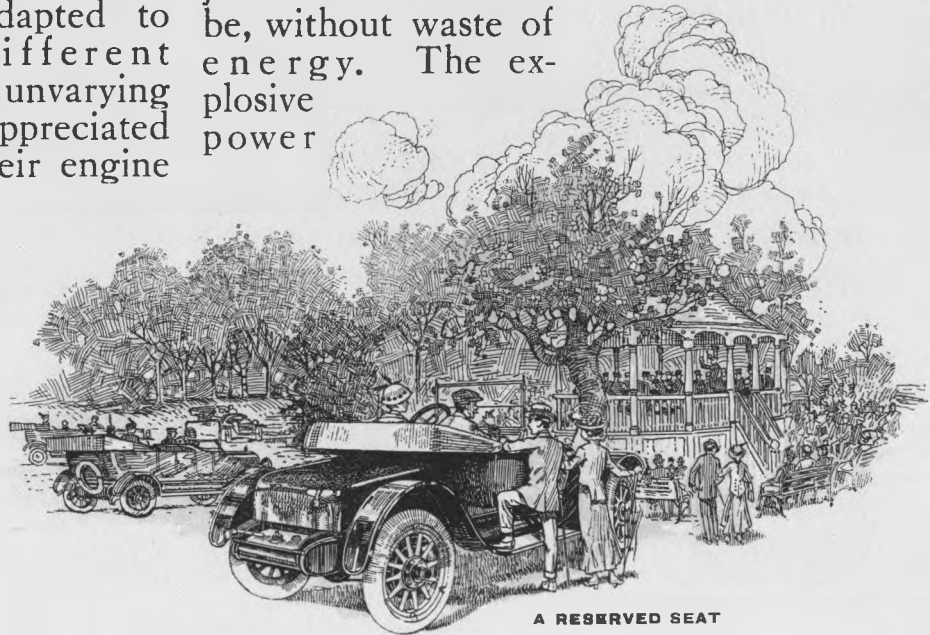
business they have, without a solid foundation of integrity and service. That point was settled before they entered the Automobile field. During all these years they have been making vehicles to suit Canadian conditions. They know Canadian roads and the Canadian climate, with all their advantages and disadvantages. The application of the principles of vehicular construction are different in Canada from those in England or in the older settled parts of the United States, where the roads are smooth and settled by age and constant attention. It is only by experience that such knowledge is gained, and I do not see how it is possible for strangers to our country to provide for our peculiar physical and climatic conditions. A car built for the flawless roads of Southern California might perform its functions admirably

there and yet fail miserably and be entirely unsuitable to our newer and more rugged Canadian highways. Then again, an engine that is subjected to temperatures varying from 100 above, in the shade, to 50 below, in the sun, must necessarily be adapted to the requirements and be different from the pampered pets of unvarying climates. These facts are appreciated by the manufacturer and their engine is built accordingly.

The engine, by the way, is the valve-in-head pattern. That means POWER. Power means speed on a level road. On rough and hilly roads it means that you will get where you are going to, without having to carry a wireless outfit, and send an

S. O. S. call to the nearest garage.

The principle of the valve-in-head motor is readily understood if you will look at the construction of a big gun. The power to drive the piston is applied just where it should be, without waste of energy. The explosive power



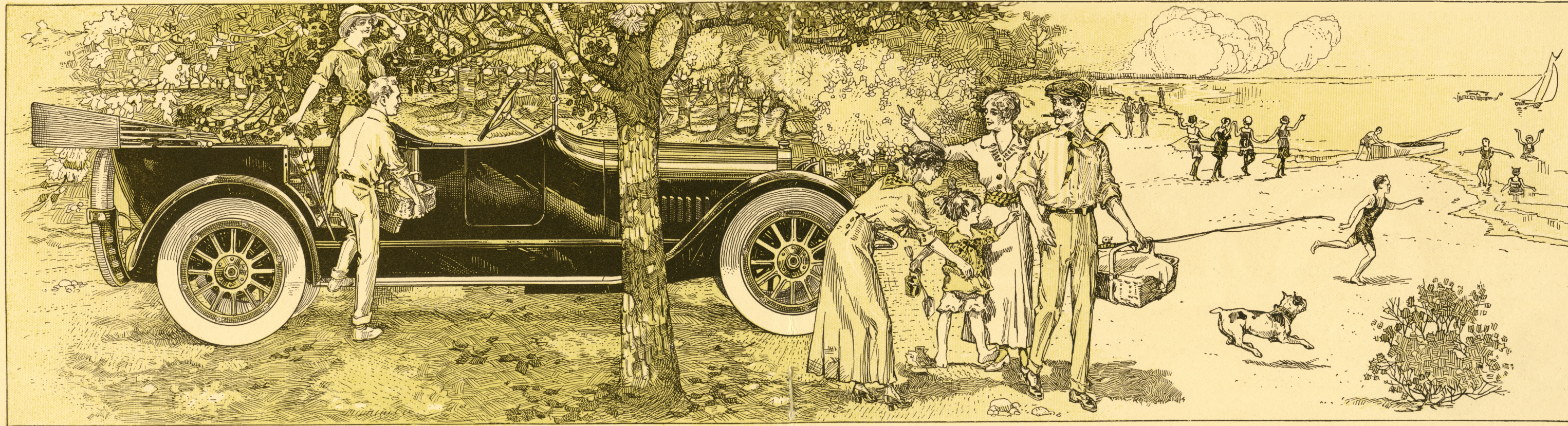
A RESERVED SEAT

in a gun does not have to turn any sharp corners, or dissipate its energy in side chambers. A gun built on the T-head or L-head motor principle would certainly have a very limited range. In aeroplanes, also, where the absolute maximum of power is essential, they use valve-in-head motors.

Service was another determining factor. The makers have branches all over the country. It is true that we have had no occasion to avail ourselves of these excellent facilities. The demonstrations or lessons given when we purchased the car were so thorough that it has not been necessary to elaborate them. The mechanism has been, to say the least,

unobtrusive, and has not called attention to itself. A famous physician has said that a healthy man should not even know that he has a stomach, and the owner of a McLaughlin hardly knows that his car has an engine, it functions so perfectly. Nevertheless, the knowledge that his every requirement is anticipated, gives confidence to the motorist. The branches add one more to the many features of McLaughlin supremacy, for it was a McLaughlin we bought, and we certainly have no regrets, either as to the purchase or our choice of cars.

If we buy again it will be a McLaughlin. We may have to do that if the family gets

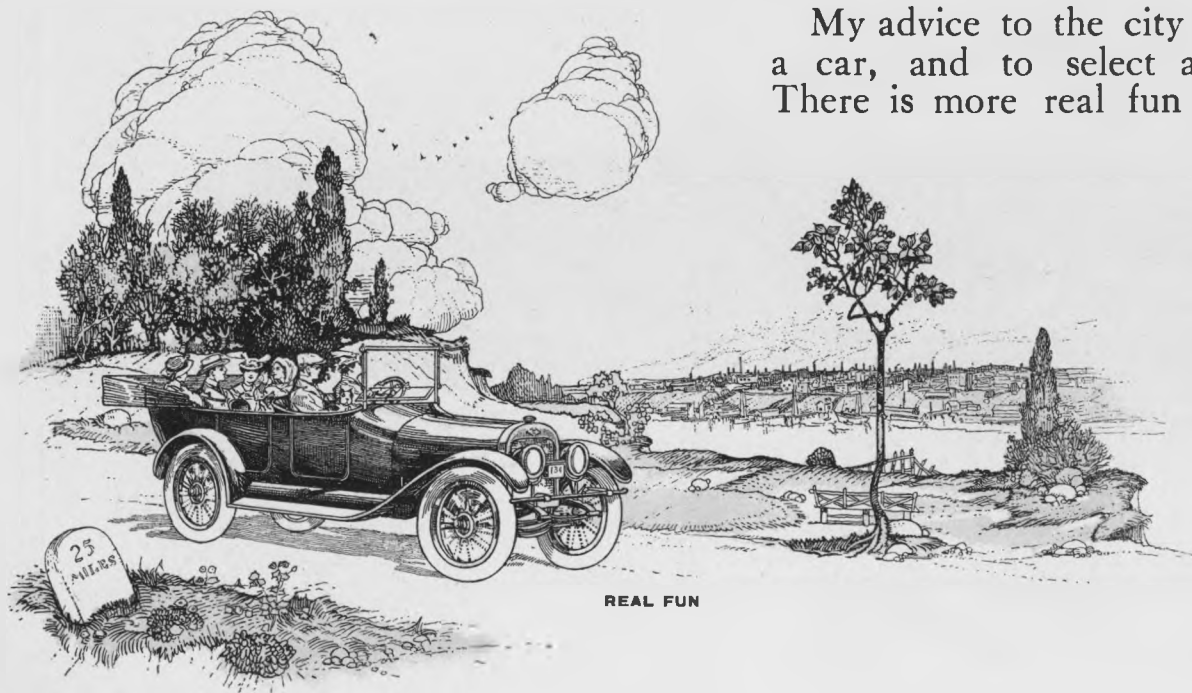


any larger. That's about the only reason I can think of for buying again, as our McLaughlin does not show any signs of

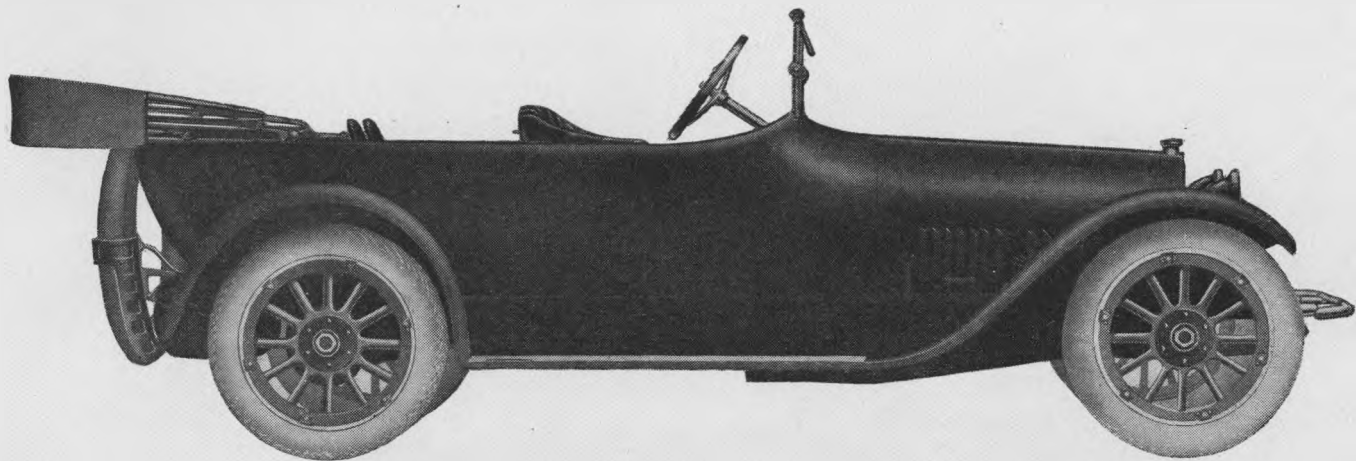
deterioration, as far as service is concerned. A new coat of varnish will make it a new car.

My advice to the city man is to get a car, and to select a McLaughlin. There is more real fun in life than I

thought possible before I owned one; and half the fun is in giving pleasure to others; but that will bring us back again to the story I mentioned, about the man and the little boy and the circus.

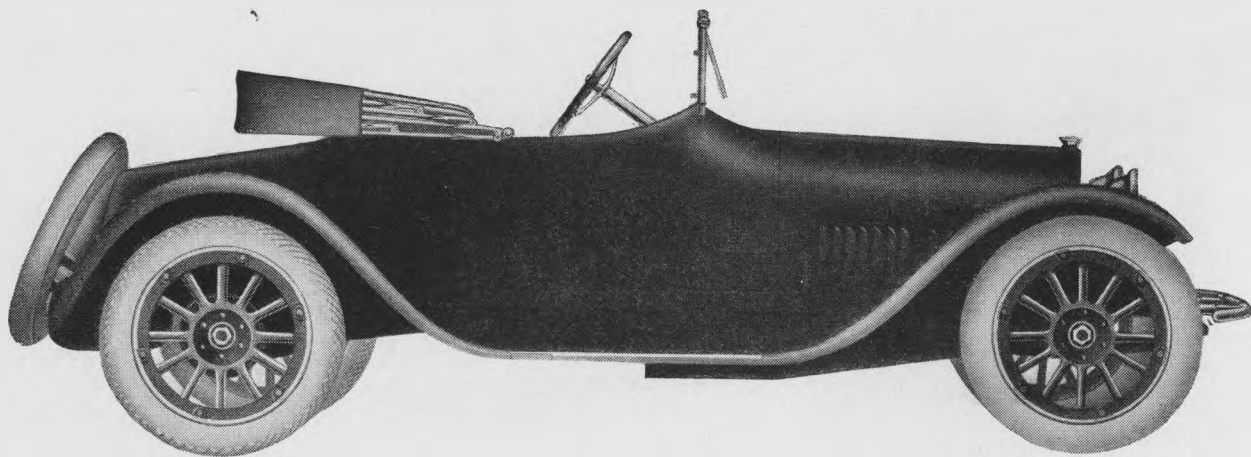


REAL FUN



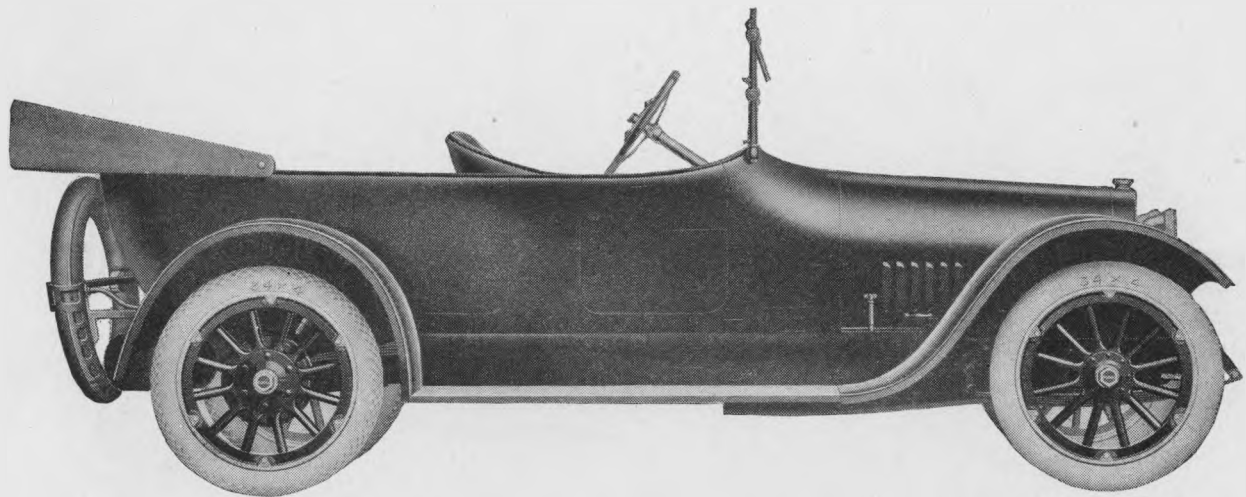
Model D-55. f. o. b. Oshawa, \$2150.

130 inch Wheel Base; 55 horse power Six Cylinder Valve-in-Head McLaughlin-Buick Motor;
Cantilever Springs; English Top; Oval Fenders; fully equipped.
7 Passengers. Spare Tire extra.



Model D-54. f. o. b. Oshawa, \$2125.

130 inch Wheel Base ; 55 horse power Six Cylinder Valve-in-Head McLaughlin-Buick Motor ;
Cantilever Springs ; English Top ; Oval Fenders ; fully equipped.
Spare Tire extra.

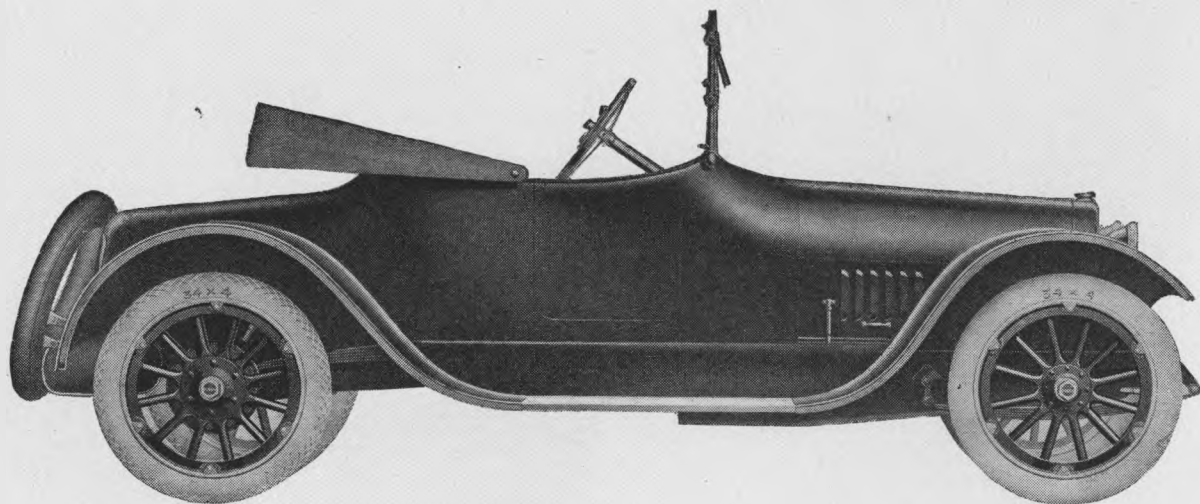


Model D-45. f. o. b. Oshawa, \$1420.

115½ inch Wheel Base; 45 horse power Six Cylinder Valve-in-Head McLaughlin-Buick Motor; 34 x 4 inch Tires; Cantilever Springs; Oval Fenders; fully equipped. Spare Tire extra.

D-45 Special is a replica of Model D-45 with added body appointments including handsome mahogany instrument board with recess for speedometer and clock, and supplied with canopy light and locked compartment for small parcels; tonneau light; bumper; English one-man top with natural wood bows, nickel-plated slat irons and covered with imported Burbank material and supplied with rain curtains that open with doors; finished in a combination of Brewster green and black with a heavy double line around upper body panels.

Price \$1520, f. o. b. Oshawa.

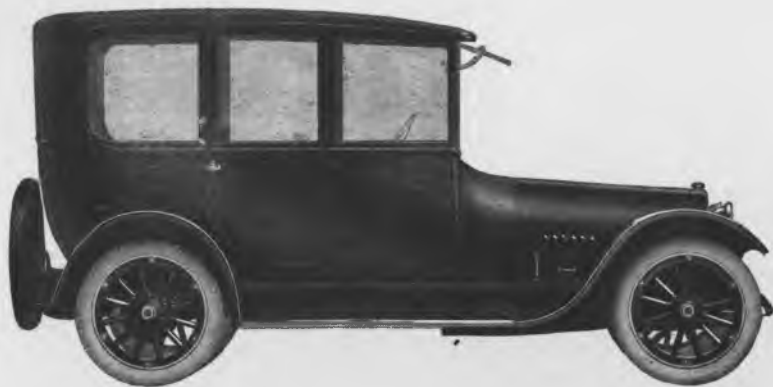


Model D-44. f. o. b. Oshawa, \$1360.

115 $\frac{1}{2}$ inch Wheel Base; 45 horse power Six-cylinder Valve-in-Head McLaughlin-Buick Motor;
34 x 4 inch Tires; Cantilever Springs; Oval Fenders; fully equipped. Spare Tire extra,

D-44 Special—a replica of D-44 with extra equipment and refinements including handsome mahogany instrument board with recess for speedometer and clock and supplied with canopy light and locked compartment for small parcels; bumper; English top with natural wood bows, nickel-plated slat irons and covered with imported Burbank material; specially finished in combination Brewster green and black with heavy double line stripe.

Price \$1460, f. o. b. Oshawa.



Model D-47—Sedan

f. o. b. Oshawa, \$2350.

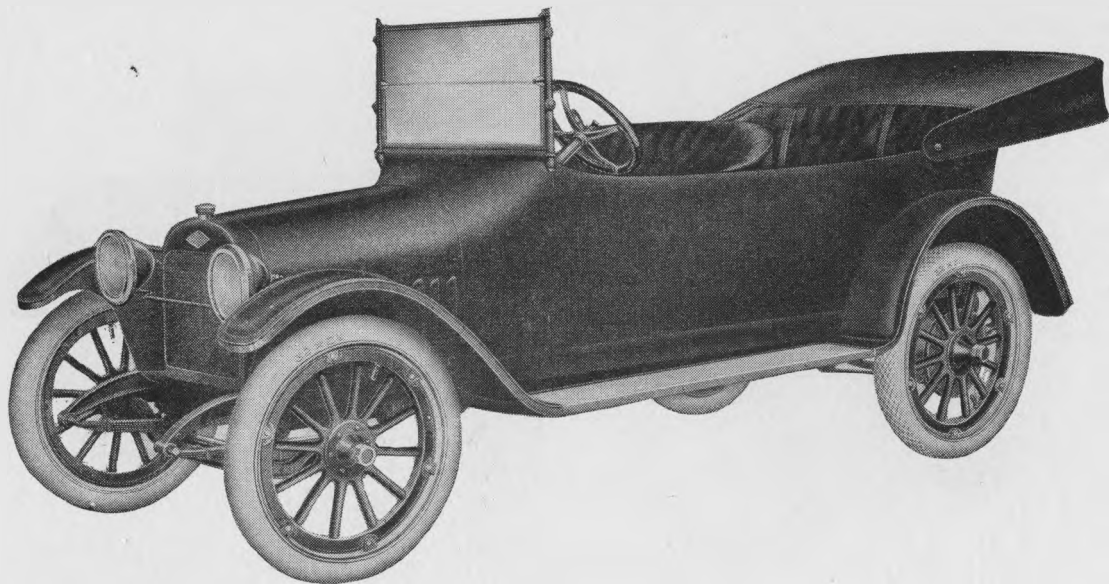
115½ inch Wheel Base; 45 horse power
Six-cylinder Valve-in-head McLaughlin
Buick Motor; Cantilever Springs; Tires
33 x 4½ inch; Oval Fenders; fully
equipped; Spare Tire extra.

D-46 Coupe Landaulet Roadster

f. o. b. Oshawa, \$1725.

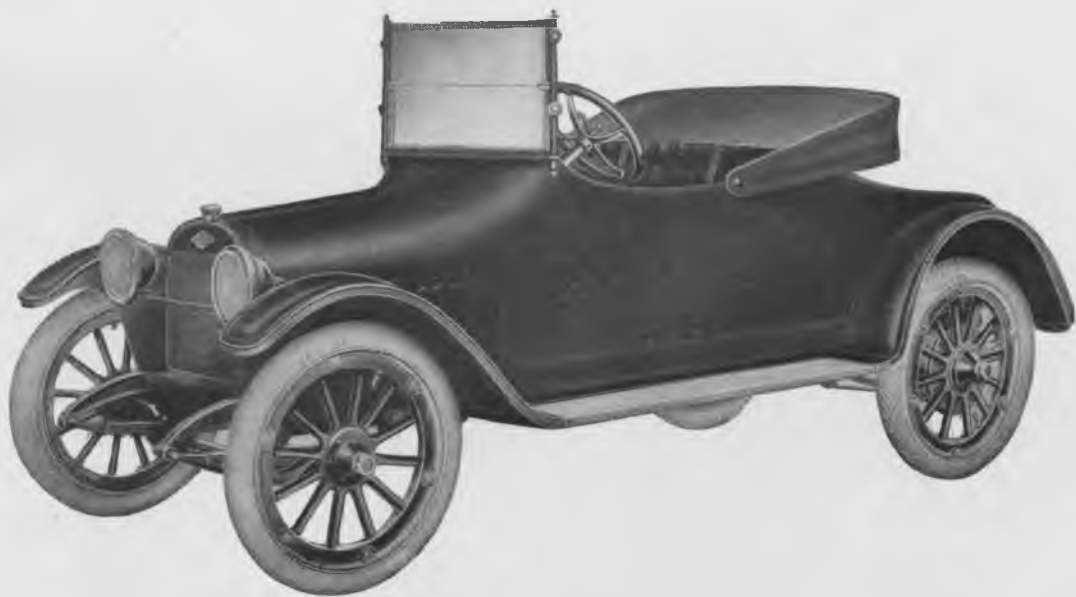
115½ inch Wheel Base; 45 horse power
Six-cylinder Valve-in-head McLaughlin-
Buick Motor; Cantilever Springs; Oval
Fenders; 4 inch Tires; fully equipped.





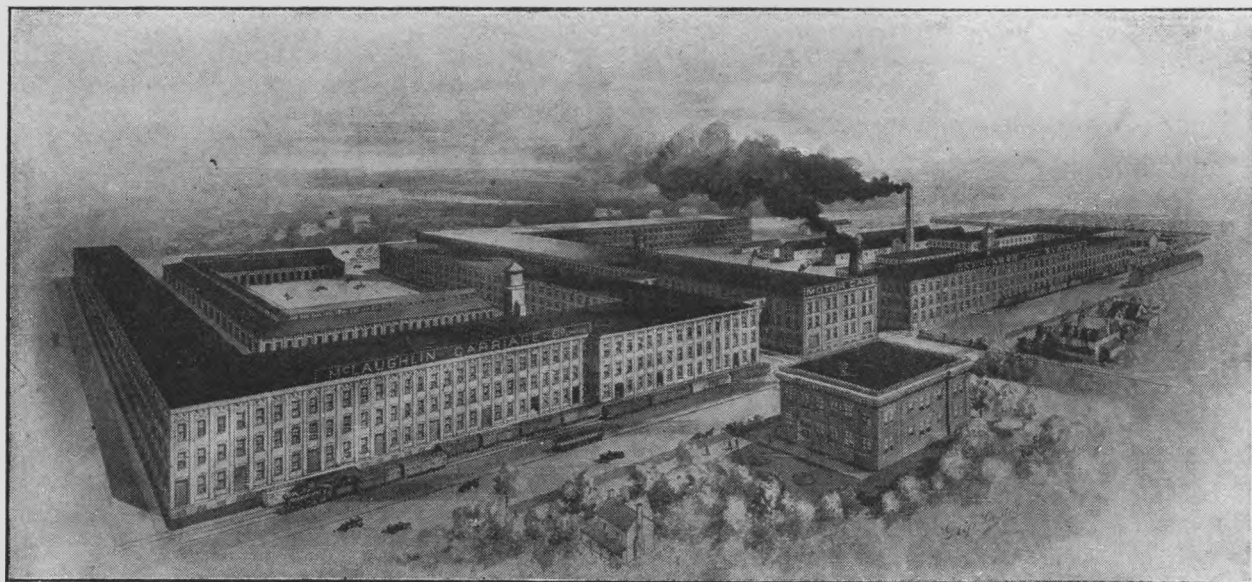
Model D-60. f. o. b. Oshawa, \$1110.

110 inch Wheel Base; 30-35 horse power Six Cylinder Valve-in-Head McLaughlin-Northway Motor;
Oval Fenders; fully equipped.



Model D-61. f. o. b. Oshawa, \$1085.

110 inch Wheel Base ; 30-35 horse power Six Cylinder Valve-in-Head McLaughlin-Northway Motor ;
Oval Fenders ; fully equipped.



Factory Service at Your Door

Every McLaughlin owner is entitled to and will receive prompt and efficient service—the kind that will insure him the motor pleasure he expects. No matter where you are, or where you are going, there is a McLaughlin Branch carrying a heavy stock of repair parts or a McLaughlin Agent close at hand.

St. John, N. B. McLaughlin Carriage Co., Limited, 140-144 Union St.
 Sherbrooke, Que. G. A. LeBaron Auto Sales Co.
 Quebec, Que. Jos. De Varennes, 270 Rue St. Joseph
 Montreal, Que. McLaughlin Carriage Co., Limited, 260 Ontario St. West
 Ottawa, Ont. Pink, McVeity, Blackburn Co., Sparks St.
 Brockville, Ont. Beacock & Co.
 Belleville, Ont. McLaughlin Carriage Co., Limited, 2 Bridge St.
 Toronto Ont. McLaughlin Carriage Co., Limited, Cor. Church and Richmond Sts.

Hamilton, Ont. McLaughlin Carriage Co., Limited, 36-40 Bay St. South
 London, Ont. McLaughlin Carriage Co., Limited, Cor. Bathurst & Richmond Sts.
 Winnipeg, Man. McLaughlin Carriage Co., Limited, 204-212 Princess St.
 Regina, Sask. McLaughlin Carriage Co., Limited, Cor. 14th Ave. and Broad St.
 Saskatoon, Sask. McLaughlin Carriage Co., Limited, 1st Ave.
 Calgary, Alta. McLaughlin Carriage Co., Limited, 331-341 7th Ave West
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 Vancouver, B. C. McLaughlin Carriage Co., Limited, 1219 Georgia St.